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FLORIDA DEPARTMENT OF HEALTH IN HILLSBOROUGH COUNTY CELEBRATES WORLD BREASTFEEDING WEEK



Contact:

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Tampa, Fla. – World Breastfeeding Week is August 1 – 7 and the Florida Department of Health in Hillsborough County (DOH-Hillsborough), would like to encourage and help new mothers with breastfeeding. Breast milk alone is sufficient to support optimal growth and development for approximately the first 6 months after birth.

Women who are expecting or recently gave birth and their families are invited to the BIG Global Latch On. The goal of the event is to get breastfeeding moms together. All moms who support breastfeeding should also attend the event. It takes place on Friday, August 3, from 10 a.m. to 11:30 a.m. at the WIC office in Plant City, 307 N. Michigan Ave, Plant City, Florida 33563.

The BIG Global Latch On event is one way to stay in touch with other mothers, while proving how easy breastfeeding is to sustain with community support. Those who are unable to attend, but would like to know more should call (813) 496-2229 (BABY).

For more resources on how DOH-Hillsborough supports breastfeeding, visit <http://www.healthiestweightflorida.com/activities/breastfeeding.html>.

There are many benefits to breastfeeding:

- Mothers that breastfeed their children have a better weight status than moms that use artificial baby milk. They also have a lower risk of developing Type 2 diabetes, breast and ovarian cancer and postpartum depression.
- Children that are breastfed typically score higher on IQ tests and are sick less often. They also have a lower risk for developing respiratory and gastrointestinal infections, asthma, obesity, Type 2 diabetes and SIDS (sudden infant death syndrome).
- Mothers of breastfed babies enjoy a special bond through the skin-to-skin contact that breastfeeding involves.
- A breastfeeding family can save approximately \$1,500 per year on formula costs.

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